

Current status and issues of Smart Home from operator's view point.

KDDI CORPORATION Home・IoT Service Planning Department

2018/3/9



1

Case studies of US and Korea

2

Case studies of Japan

3

Current status and issues

1

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2

Case studies of Japan

3

Current status and issues

1. Case Study in US.

- Purpose : Home Security.
- Major Players : Security Service Provider (e.g. Vivint and ADT)
- Comcast successfully hit 1 million subscribers at the end of June 2017. Many servicers were edged out from the market at the same time.

<Security Companies>

Vivint 2014~



\$ 39.99/mo~

ADT



\$ 49/mo~

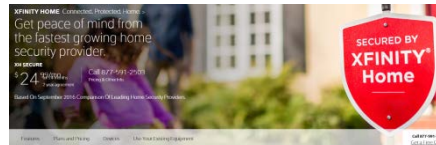
<Network Operators>

AT&T 「Digital Life Home」 2012~



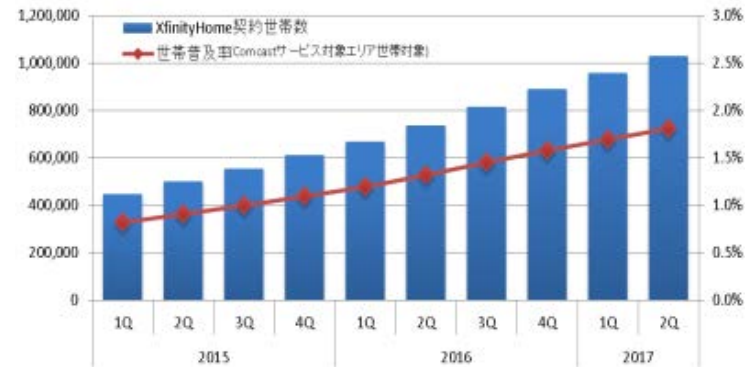
\$ 39.99~/mo

Comcast
「XFINITY Home」2010~



\$ 24.99~/mo

■ Subs reached double in last 2 years.



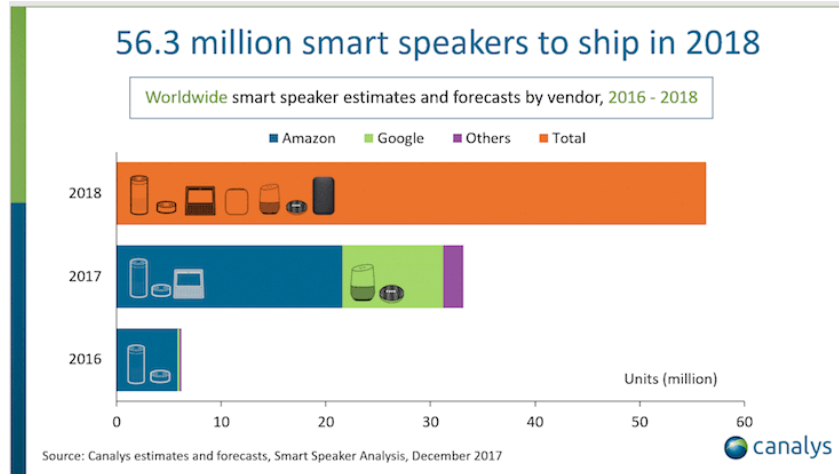
Source : Comcast IR Report

1. Case Study in US

- AI speaker (Amazon echo/google HOME) spread in a larger scale from now on.
- AI speaker enhance registration of Smart Home Service.

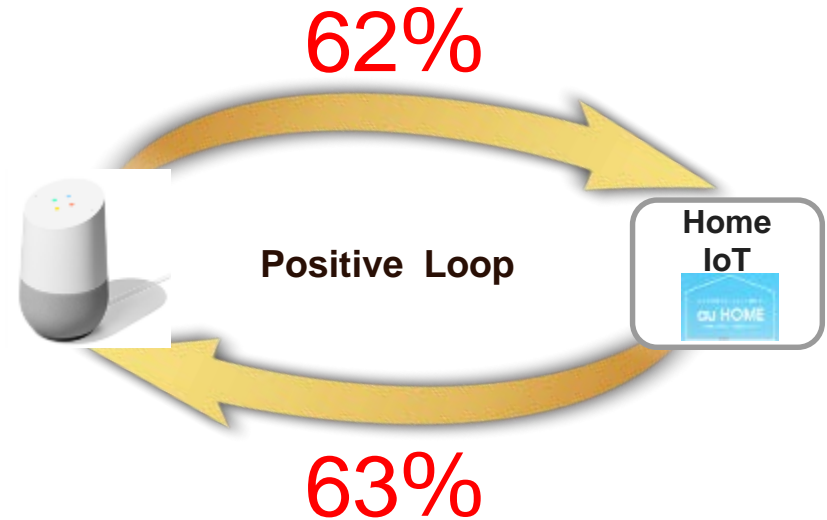
<AI Speaker Market Forecast>

AI speakers will hit 56 million globally by 2018. (Which includes 38 million in US.)



Source : Canalis (2017/12)

<Relationship between AI speaker and Home IoT>



Source : KDDI (2017/12)

1. Case Study in Korea

- Network operator LGU+ sells Home IoT aggressively from July 2015.
- LGU+ has obtained good perception in IoT space, thanks to massive promotion.
- On the other hand, AI speaker has not become so popular due to language translation.

■ LGU+「IoT@home」

Plan	Monthly Subscription (3 years contract)
Unlimited	11,000W(includes 4 devices cost)
Unlimited Light	5,000W(includes 3 devices cost)
One by One	1,000W + device cost

<IoT device range>



Gas Lock



Smart Plug



Window Sensor



Electricity
Switch



IP Camera



1

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2

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2. Case Study of Japan (Intelligent Home)

- Started from Feb 2015, by integrating IoT platform of Comcast.
- Many CATVs companies have already installed the Intelligent Home system.



<Rental Devices>



<Price Model> ...Case of ITSCOM

Basic Rate	Gateway Rental	Device Rental※	Total Price (with Devices)
¥1,980/mo	¥300/mo	¥700/mo	¥2,980/mo

※motion sensor + IP camera

<With a guard assist plan>

A guard assist	Grand Total
Total Price + ¥1,000/mo	¥3,980/mo

2. Case Study of Japan (au HOME / with HOME)

- KDDI offers both Home IoT Service only for KDDI mobile subscribers (au HOME) and Home IoT Service for non-subscribers (with HOME).

au HOME^{*1}

Concept is
"Safety, Convenient and Joy".



*1) Starts from July 2017

with HOME^{*2}

Home IoT platform
for partner companies.

House
Builders

Brokers

Energy

CATV

ISP

etc

Spread Home IoT with over
50 partners

*2) Starts from Jan 2018 8

2. Case Study of Japan (au HOME)

- au HOME makes your daily life more fun and more convenient.
- Starts from July 2017 and extend functionalities more and more!

■ Use Case Scenarios

ドアの開閉を感知。子どもが帰宅したことを確認できて あんしん。

カメラでペットの様子を確認できる。自宅にいる子どもと会話もできて あんしん。

外から家電をコントロールできる。たくさんのリモコンをまとめてらべてべんり。

スマホから電気使用量が確認できてべんり。

おうちのドアが開くとスマホに通知が届く。

カメラボタンを押すとおうちの様子が見られる。

スマホでON/OFFができる。

ドアの開閉などで変わりやすい電気使用量がわかる。

Notice a child returning home

Check a pet's status

Control home electric appliances from outside

Check electricity usage by smartphone

Operating GoogleHOME with voice is capable

アプリでまとめて管理できるからべんり。

■ Price Model

家電コントロールセット

赤外線リモコン 01 X1台 スマートプラグ 01 X1台

または

みまもりセット

ネットワークカメラ 01 X1台 マルチセンサー 01 X1台

初回ご請求～24ヶ月目 月額980円 25ヶ月目以降～ 月額490円

■ NEW! (Feb 2018～)

☆ Customizable Scenarios

位置情報を利用したシーン設定ができます。

おうちの状況をリアルタイムでお知らせするタイムライン機能。

あなたのスマホの位置情報と連動し、家電がスイッチオン。

スイッチ ON

スイッチ OFF

300m以内

※位置情報は電話帳などにより取得されます。

☆ Home Appliances DB

1 このアプリひとつで、取扱説明書がすぐに見られる。

2 わかりやすい家電に対応する消耗品も、アプリで簡単に注文OK。

3 最新の家電と今使っている機種との電気使用量を比較。最新機種もご紹介。

1

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2

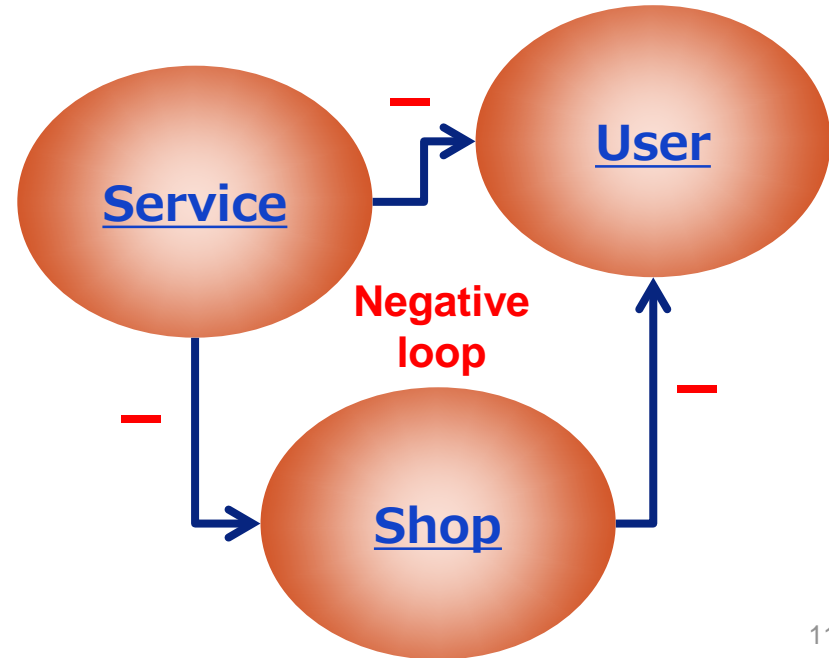
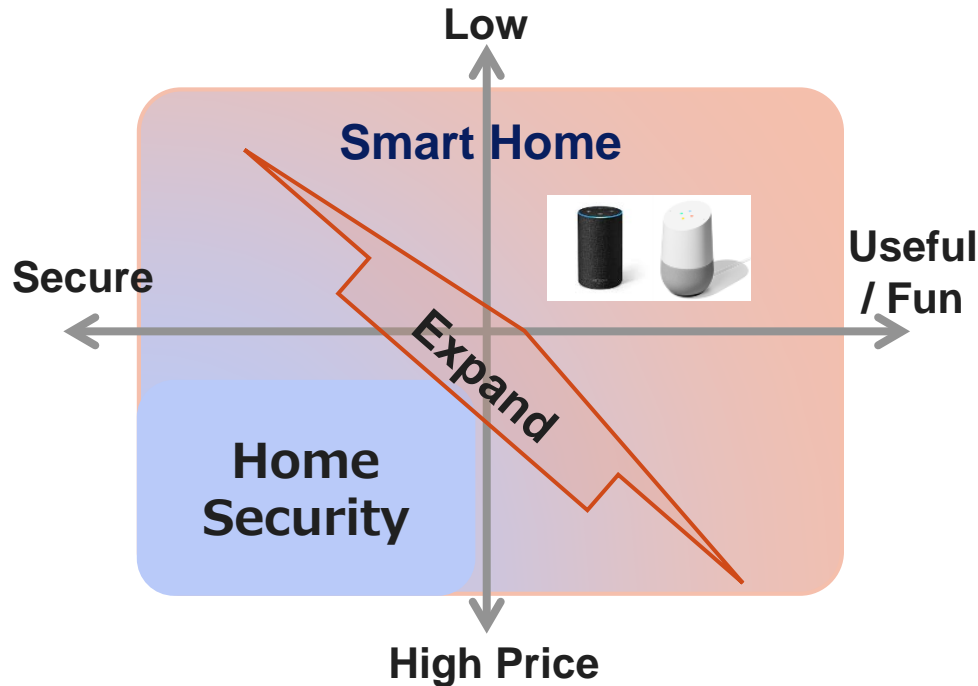
Case studies of Japan

3

Current status and issues

3. Current Status and Issues

- There is a market in home security service provided by security companies.
 - Actually there are issues to spread Home IoT service to non-security area.
- ⇒ It would take a time to solve proplerems and familiarize average customers to Home IoT experience.



Designing The Future

KDDI

あたらしい自由。

au